

MAE BONNACI

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HIGHER EDUCATION

SUNY New Paltz

B.S. Journalism

New Paltz, NY

August 2016

WEBSITE / PORTFOLIO

www.chainlynxmedia.com/workwithus (All work on this website is completed by myself as my freelance work.)

PUBLICATIONS

- Published in Schools online publication The Little Rebellion
 - Editor of school's online publication The Little Rebellion
 - Published in The New Paltz Oracle
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FIELD EXPERIENCE

Chain Lynx Media

Founder

Monticello, NY

January 2020 – Current

- Worked with small businesses and entrepreneurs to design a strong brand foundation, coach them on how develop their brand, and maintain growth by creating long term brand strategies and awareness.
- Developed, implemented and maintained brand design to include; custom logo design, custom website design, Social Media management, Copy writing, Copy editing, Print design elements.
- Develop, present, and execute effective business brand plan to reference throughout year through consistency and strategy.
- Constructed accurate proposals and contracts based upon needs of clients.

Point Mortgage Corporation

Marketing Manager

San Diego, CA

June 2020 – June 2021

- Managed and led Marketing Department in graphic design, social media management, systems training, and marketing/advertising.
- Implemented the design and coordination of employee on-boarding and off-boarding, company branding, guidelines, and compliance.
- Set goals, formalize policies and enforce operational standards to maximize team performance and achieve expected company results.
- Spearheaded weekly meetings to train the company on new marketing tools available along with training.

Rubystar
Independent Marketing Contractor

Rhinebeck, NY
March 2019 – June 2020

- Developed agency rebrand to include logos, Brand Style Guide, website redesign and marketing/advertisement.
- Managed all marketing, including custom print graphic design, social media marketing, written content, and vendor relationships to grow and promote business.
- Contributed ideas for concept development, strategic planning and business operation.
- Hosted events and parties to take place in the venue space.

Ascent Real Estate
Graphic Designer

San Diego, CA
April 2018 – July 2019

- Developed new concepts and designs to executes in company's marketing efforts for success.
- Handled all creative design for print materials, email campaigns and local publications for agency and individual real estate agents.
- Managed marketing finances and monthly expenditures to be paid by real estate agents and received by vendors.

New Hope Community
Digital Media Marketing Associate

Loch Sheldrake, NY
November 2016 – May 2018

- Designed layout of all publications, print literature, and ads for publications to increase company awareness.
- Collaborated with managers and marketing team to develop successful marketing strategies.
- Wrote engaging and successful content for marketing, advertising and website copy.

SKILLS

- Project Management
- Team Leadership and Coaching
- Relationship Building and Management
- Brand Development and Strategy
- Marketing Management
- Brand Design
- Graphic Design
- Web Design
- Print Design
- Copywriting and editing
- Social Media Strategy
- Quick Learner
- Self-Motivated

SOFTWARE SKILLS

- Adobe Suite (Illustrator, InDesign, Photoshop)
- Microsoft Suite (PowerPoint, Word, Excel)
- Google Suite (Drive, Docs, Presentation, Sheets)
- Website (Wix, Wordpress, Squarespace)
- Virtual (Zoom, Microsoft Teams, Google)
- Social Media (Instagram, Facebook, LinkedIn)